

UNIVERSITI TEKNOLOGI MARA

**PUBLIC ACCEPTANCE TOWARDS
NO PLASTIC BAGS PROGRAMME
IN SHAH ALAM, SELANGOR**

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ABSTRACT

The usage of plastic bags has increased in recent decades that has contributed to crucial environmental problems affected from the uncontrolled usage of plastic bags in daily life. No Plastic Bag Programme (NPBP) had been launched by the Malaysian government with the objective to reduce the number of plastic bag usage and to protect the environment. This study examines the factors that influence public acceptance towards No Plastic Bags Programme (NPBP) in Shah Alam, Selangor. Stratified random sampling and convenience sampling of 384 respondents in Shah Alam were asked to answer the questionnaire regarding the level of public acceptance towards No Plastic Bags Programme. The relationship of government policy, levy imposed, and public awareness towards public acceptance on No Plastic Bags Programme in Shah Alam, Selangor were further examined. Not surprisingly, the community in Shah Alam has high level of public acceptance since the most contributing factor that lead to their acceptance was the levy imposed. This study also indicates that gender which acts as moderating variable in this study does not have significance relationship with the public acceptance towards the programme. The study provided strong evidence that it is crucial for the authorities to raise public awareness regarding the impacts of plastic bags towards the nation.

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

In recent decades, the numbers of population which increases from time to time have led to the crucial environmental problems. These problems arise because of the community unawareness towards the impacts of using plastic bags to the environment. The environmental issues can be prevented by the community itself by reducing the usage of plastic bags. There are some researches by Olney and Bryce (1991), which explained that recycling is the most promising solution to the problem of wastage of plastic bags.

According to Zen, Ahamad, and Omar (2013) the Ministry of Domestic Trade, Cooperative and Consumerism (MDTCC) had launched the No Plastic Bag Campaign Day in January 2011. They have set the objective for this campaign which is to reduce the number of usages on plastic bags and to protect the environment. There are selected super/hypermarkets, major retailers, and major shopping malls that take parts in this campaign and have applied the campaign on every Saturdays at customer-end level. To be clearer, MYR 20 (USD 0.6) cents are charged to the customer per plastic bags. The payment made by the customer will be revenue to the state; hence they will use that revenue to fund the environmental programmes and activities (Hoggard, 2010). The government of Malaysia has put an effort to create a sustainable consumption society by the plastic bag levy campaign. However, the consumers, policy makers, environmentalists, and the plastic industry give opposite reaction by provoking the campaign done by the government. The regulatory or the legislative framework should give clear guidelines and mechanism to the consumers, the retailers, hypermarkets and the plastic industry to make them to understand more about the programme and the policy made by the government.

The plastics have come a long way since Alexander Parkers first introduced them to the world at London's Great International Exhibition in 1862 (Lajeunesse, 2004). The researcher has also stated that the petroleum and natural gas are the primary sources of